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A HISTORY OF THE WORLD'S MOST FAMOUS FASHION MAGAZINE — VOGUE

This topic is quite relevant, because people want to be in fashion, to be stylish, and to understand where the fashion comes from, we will consider the history of the most fashionable magazine of all time.

Vogue is a fashion and lifestyle magazine covering many topics including fashion, beauty, culture, living, and runway. Vogue began as a weekly newspaper in 1892 in the United States, before becoming a monthly publication years later. The name Vogue means "style" in French. Vogue was described by book critic Caroline Weber in edition of The New York Times as "the world's most influential fashion magazine". The publication claims to reach 11 million readers in the USA and 12.5 million internationally. Furthermore, Wintour was described as one of the most powerful figures in fashion.[1]

The British Vogue was the first international edition launched in 1916, while the Italian version has been called the top fashion magazine in the world. As of today, there are 23 international editions.[2]

Early years of «Vogue». In 1892, Arthur Baldwin, an american business man, founded Vogue as a weekly newspaper in the United States, sponsored by Kristoffer Wright; the first issue was published on December 17 of that year. Baldwin's intention was to create a publication that celebrated the "ceremonial side of life". From its inception, the magazine targeted the new New York upper class. Vogue glamorously recounted about their habits, their activities, the places they frequented, and the clothing they wore. The magazine at this time was primarily concerned with fashion, with coverage of sports and social affairs included for its

male readership. Despite the magazines content, it grew very slowly during this period.

1905–1920: Condé Nast period. Condé Montrose Nast purchased Vogue in 1905 and gradually grew the publication. He changed it to a unisex magazine and started Vogue overseas in the 1910s. According to Nast, the magazine soon its focus to women. By 1911, the Vogue brand had garnered a reputation that it continues to maintain, targeting an elite audience. The First World War made deliveries in the Old World impossible, printing began in England. The decision to print in England proved to be successful causing Nast to release the first issue of French Vogue in 1920.

1920–1970: Expansion period. The magazine's number of subscriptions surged during the Great Depression, and again during Second World War. In July 1932, American Vogue placed its first color photo on the cover of the magazine. The photo was taken by photographer Edward Steichen and portrays a woman swimmer holding a beach ball in the air. Nast greatly impacted the magazine and turned it into a "successful business" and the "women's magazine we recognize today". In the 1960s, with Diana Vreeland as editor-in-chief, the magazine began to appeal to the youth of the sexual revolution by focusing more on contemporary fashion. In 1973, Vogue became a monthly publication.

1988–present: Anna Wintour leadership. In July 1988 Anna Wintour was named editor-in-chief. Wintour sought to revitalize the brand by making it younger and more approachable; she directed the focus towards new and accessible concepts of "fashion" for a wider audience. Wintour continues to be American Vogue's editor-in-chief to this day.[3]

"Vogue is the universe of dreams, the only magazine that covers only fashion. And in this respect, we are leaders in aggregate categories, and absolute " - Didier Suubberell, head of Condé Nast France. I agree with him, because «Vogue» is not just a magazine, it's an art and how people see this world and all that they do is incredible.

Everyone wants to look good, and even if they say that the fashion does not care them, it's not true, I assure you. In fashion you can find beauty, quality, life. It brings colors and energy to our lives. Things changes, a life changes; fashion born and die every day. You just need to catch the moment, and the moment is «Vogue» something is not eternal.

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INSIDE TRAVEL AND TOURISM MANAGEMENT

Tourism has become a huge industry with many opportunities for growth and expansion. Amenities like free breakfast and Internet offered by lodging establishments can draw vacationers and business travelers alike to particular destinations. Travel and tourism management professionals are responsible for increasing profits by drawing as many hotels and restaurants. These managers are